

## **RADIO STATION: HOT 107.9**

<https://hotspotatl.com/3411758/reec-talks-hot-music-live-on-hot-107-9-top5tovibe-reloaded-2/>

For this project I've chosen a radio station called HOT 107.9 (it's dial). This station is located in Atlanta, USA, and its main topic is music, more specifically "Atlanta's hottest hip-hop".

I have selected the following program because it mentions one song I used to really like (it is an old one), remixed by Nicki Minaj and Beyoncé, called Flawless, and that caught my attention.

They broadcasted this program with the title "Reec Talks Hot Music Live on Hot 107.9 – #Top5ToVibe #Reloaded!", on the 24 of August of 2014.

Reec is one of the members that conforms Hot's crew, and has his own weekly program, called "The Reec Show". Reec, along with some of the top DJs of the music industry and some taste-makers, talks about the songs that are gaining recognition in a section of the program called "Reec's Top Five To Vibe".

The program is divided in some parts. First of all, a short scene introducing Reec's program and also the radio station (along with some music), for us to know the name, so it stays in our heads and we are capable to recognise it the next time.

Then Reec appears and introduces himself and the program (again) and starts talking (so fast to be honest) about the 5 Top songs of the week. He first talks about Flawless, which is probably the best known and with the most famous artists, maybe to hook us up and make us stay for the rest of the broadcast, while showing the cover page to support his speech telling a joke or two to cheer the program up.

Next, he mentions the rest of the songs, with the same structure as he did with the first one: first the name and then the cover page of the song, with some jokes in between. He also invites us to see some of the videoclips.

At the end of the program, he promotes an affiliate's song and finally he dismisses the program remembering that it will be broadcasted again the next week (as always) and that next time they will have an special guest, a singer called Kensey Nicole, that will be promoting her next song. The last thing the can see is a picture of what could be a different

program of Hot 107.9, or maybe the next one. Also, there's some background music during the whole program to make listening more entertaining

His way of expressing and talking is both cheer and linear, always with a smile, without moving too much, but gesticulating so much each word to be understood. Even though he makes some jokes, he never laughs too much and never stops talking, so as not to waste time, the reason for this is because there is probably a time limit. The dismiss is also fast and cutting.

On the webpage there also is a review of what the program is about and the name of each of the songs of the week, along with some links.

Manuel Abad Sanchez Group 40